



FOR IMMEDIATE RELEASE:

Alliance Catholic Credit Union Wins Second Place Nationally, First Place in State for the 2021 Alphonse Desjardins Adult Financial Education Award



Members of the Alliance Catholic Credit Union Marketing and Community Relations Team and Executive Team posed for a picture with their 2nd Place CUNA Alphonse Desjardins Adult Financial Education Award. (Photo: Alliance Catholic Staff)

FARMINGTON HILLS, MI – January 2022 – Each year, the Credit Union National Association (CUNA) recognizes credit unions across the country for exemplary community service and financial education efforts in four areas: Social Responsibility, Philosophy in Action, and Adult and Youth Financial Education.

Every state selects winners for each award in three asset classes who then compete with winners from other states in the CUNA National Awards. Near the end of 2021, Michigan Credit Union League & Affiliates (MCUL) awarded Alliance Catholic Credit Union with first place in their asset class for the Alphonse Desjardins Adult Financial Education Award. In the CUNA National competition, they were honored to place second.

The Desjardins Financial Education Award programs recognize leadership within the credit union movement on behalf of financial literacy for members and nonmembers of all ages. The awards, named after credit union pioneer Alphonse Desjardins, emphasize the movement's longtime commitment to financial education (<https://www.cuna.org/about/awards.html>). The Alliance Credit Union submission, "Financial Wellness to Support Overall Health", focused on virtual financial literacy efforts during the 2020 COVID-19 pandemic.

"This award is a reflection of the tireless work and commitment of everyone at Alliance Catholic Credit Union", said Dan Davidson, Vice President and COO of Alliance Catholic Credit Union. Davidson continued, "In unprecedented times, our team adapted and established a financial literacy program that will long outlive the pandemic."

In addition to this award, Alliance Catholic Credit Union has previously been honored with a first place Louise Herring Philosophy-in-Action Member Service Award (MCUL, 2019), a first place (MCUL, 2015) and two second place (MCUL, 2016 & 2020) Dora Maxwell Social Responsibility Community Service Awards, a first place (MCUL, 2017) and an honorable mention (CUNA, 2017) for the Desjardin Adult Financial Education award, and a second place (MCUL, 2018) for the Desjardin Youth Financial Education award.

Alliance Catholic Credit Union serves the Catholic community throughout the state of Michigan. There are ten branch locations, including Dearborn, Melvindale, Rochester, Shelby Township, Sterling Heights, Southwest Detroit, Taylor, Troy, West Bloomfield, and the University of Detroit Mercy.

About Alliance Catholic Credit Union:

Chartered in 1956, Alliance Catholic Credit Union is a \$600 million financial cooperative serving over 32,000 member owners. Any person of the Catholic faith living, working, worshipping or attending school in the state of Michigan, any person who is a student, faculty or alumni of a Catholic University in the State of Michigan, or any person who is an employee or pensioner of a Catholic healthcare system located in the state of Michigan is eligible to become a member of Alliance Catholic Credit Union. Alliance Catholic Credit Union actively supports Catholic schools, parishes and organizations.

Website: AllianceCatholic.com

Facebook: Facebook.com/AllianceCatholicCreditUnion

LinkedIn: linkedin.com/company/alliance-catholic-credit-union

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